



4 i 5 de maig
Club Barts de Barcelona

JORNADES PROFESSIONALS

MERCAT DE MÚSICA VIVA DE VIC

ACCÉS AL MERCAT MUSICAL ITALIÀ

CLAUS D'ACCÉS ALS MERCATS INTERNACIONALS

Estratègies promocionals i de contractació per accedir al mercat italià.

Objectiu

Donar a conèixer la realitat actual del mercat musical d'Itàlia a les empreses catalanes. Oferir una visió general a partir de l'experiència dels diferents agents que el conformen, des de festivals, sales de concerts i associacions, passant per empreses de management i agències de booking.

Facilitar que les empreses catalanes entrin en contacte amb els seus homòlegs italians i els hi puguin presentar propostes artístiques susceptibles de ser programades en aquests països, així com afavorir l'intercanvi professional.

Públic objectiu:

Professionals del sector musical català: empreses de management, directors de sales de música, de festivals i d'espais públics, bookers, agents, promotors.

Dijous 4 de maig

15h30 –Rebuda dels participants

De 15h45 a 17h00 – Sessió 1

Festivals : visió general i criteris de programació

Ponents: **Enedina Sanna** (Jana Project), **Attilio Perissinotti** (BPM Concerti), **Davide Mancini** (Musicastrada company), **Francesca Cerretani** (Europe Jazz Network), **Christoph Storbeck** (Ypsigrock Festival Sicília)

De 17h10 a 18h30 – Sessió 2

Sales: models de sales, circuits i condicions de contractació

Ponents: **Benedetta Solari** (Indie Pride), **Giampiero Stramaccia** (Serendipity Club), **Katia Giampaolo** (Estragon Club), **Mattia Villa** (buzz-blog Going Solo), **Roberto Catucci** (Auditorium Parco della Musica de Roma)

De les 18h40 a les 20h00 – Sessió 3

Bookers i promotors: estratègies d'internacionalització

Ponents: **Jacopo Bimbi** (Radar Concerti), **Carmine Errico** (Bass Culture Agency), **Dino Lupelli** (Linecheck), **Luigi Fansella** (Faro Records), **Salvatore Perri** (Dunter)

Moderadors de les tres sessions: **Marc Lloret**, director artístic del MMVV i **Oriol Roca**, assessor artístic del MMVV.

A partir de les 21h30 i fins a les 00h30:

3 showcases (pendents de confirmació) i sopar informal de networking amb tots els assistents.

Divendres 5 de maig

Sessions d'speed meetings

A les 9'45h – rebuda als participants

De 10:00h a 13'00h – sessions d'speed meetings amb els participants prèvia inscripció via web.

ATENCIÓ!!! Totes les sessions es faran en anglès. No hi haurà servei de traducció simultània.

Preu:

Inscripció: **20 euros.**

**En cas que sigueu socis d'ARC o d'APECAT podeu sol·licitar el codi de descompte a la vostra entitat.

Organitzat per:



**Mercat de Música
Viva de Vic**



**Generalitat de Catalunya
Departament de Cultura**

Amb la col·laboració de:

BAIRDS

Amb el suport de:



ARC
Associació Professional
de Representants, Promotors
i Managers de Catalunya



BREU DESCRIPCIÓ DELS PROFESSIONALS ITALIANS:

Jacopo Bimbi

With over 15 years of experience in the music industry, Jacopo has worked with a great number of influential artists, venues and festivals in Italy. Events project management from concept designing to contents management. Booking assistant and production manager and tour manager at Radar concerti.

Roberto Catucci

Roberto Catucci was born in February 3rd, 1978.

He has completed his degree at the University of Bologna in Discipline dell'Arte Musica e Spettacolo with a specialization in musicology and a master in Economy and organization of live show. He has attended masters and courses in music, musicology and economy of culture.

From 2003 on, he has worked for Fondazione Musica per Roma, that manages the Auditorium Parco della Musica of Rome.

His career has growth up at Fondazione: he has started his career in the production office and now he is Chief Coordinator of the Activities of the Fondazione Musica per Roma and Chief Coordinator of the Production area.

Francesca Cerretani

Francesca Cerretani is the coordinator and administrator of EJM Europe Jazz Network since 2013. She is in charge of managing the EJM virtual office; working with EJM project leaders on the activities' administration and coordination and the annual European Jazz Conference; Board administration; assisting the Network Manager in the preparation of grant applications and financial reports. Mrs. Cerretani is a Graduate in Foreign Languages and Literature. After working in translations, she was in charge from 2001 to 2013 of organising theatre and music events and from 2009 to 2013 she also worked as PA of the Mayor of Porto Sant'Elpidio, who was President of Regional ANCI (Associazione Nazionale Comuni Italiani).

Carmine Errico

I work as booking agent for Bass Culture agency as Italian referent for bands and artists like Ana Tijoux, Ondatropica, Skatalites, Lisa Simone, Jah9, etc. I'm specialized in reggae, hip hop and world music. I love to travel and this is the reason why I love to tour with artists: I've been touring with artists such as Dj Premier, Ephemerals, General Levy and many others. Furthermore I work as production manager for festivals and events.

Gigi Fasanella

Faro Records is a management and publishing company with a special eye for indie rock, pop, and electronic music. We follow bands as well as songwriters and electronic producers; all of them share the sense of a musical expression in search for something really peculiar, which makes all of their shows both unique and intense in their own genre. All our bands have already performed on international stages, both in the US and in Europe; One of our musician, Giò Sada, won the 9th edition of Italian X Factor, and is now touring with his new album. Our main customers are major music companies, advertising agency and film Production Company

Katia Giampaolo

Katia Giampaolo proudly manager ETEP 2015 top 5 artist JoyCut, who have toured extensively across the U.S., Canada, Europe and Asia. With appearances at SXSW, Europavox, Positivus, CMJ, Rock For People, Rock En Seine, MMVV and many more. JoyCut are known for their engaging live shows blending Electronic and Dark-wave themes. Their touring and media profile has been developed without record label or conventional live agency support.

At Estragon, Katia (Co-Director) is part of the team running Bologna famous 2.000 capacity Estragon Club with shows from Paul Weller, Queens of the Stone Age, Arctic Monkeys and others. Katia is also part of the management team for the BOtanique festival (open air/capacity 3.000) and Bologna's Arena Joe Strummer (open-air capacity 30.000) with shows from Radiohead and Manu Chao. Estragon is the Italian member of Europavox Project Co-Funded by the Creative Europe Programme of the European Union. Katia is President of MMF Italy and Member of International Music Managers Forum's Live Committee.

Dino Lupelli

Director and Founder elita - Linecheck

President +++ Italian Quality Music Festivals

Involved in the music industry since 1990, Dino Lupelli founded in 2005 Elita an entertainment and consultancy firms based in Milan who produces several format such as the Design Week Festival and corporate events providing music contents.

In 2015 during the Milan Expo started the Linecheck music meeting and festival, a music platform focused on networking opportunities for the whole national music industry.

In the same year, he founded Italian Quality Music Festivals, a national association which connects 14 national relevant Italian music festivals which works on the development of international awareness for the national festival industry.

He's part of Assomusica, main national promoters association and members of Artlab, a national think tank on the development of Italian cultural industry.

Davide Mancini

Is a former musician (singer and guitarist) who became, over the years, a promoter, a booking agent and a manager. In 2000 he created Musicastrada a company based in Tuscany (Italy) that organizes and manages:

-Musicastrada Booking & Management, an agency for the promotion and organization of international tours with musicians, mainly, coming from world music.

- Musicastrada Festival, an itinerant festival in Tuscany with concerts of world, folk, blues and jazz.

All infos: www.musicastrada.it

Attilio Perissinotti

Co-founder, responsible for marketing and business development of BPM CONCERTI SRL, a music agency with one of the most representative Italian roster of independent scene. Founder of TIJ EVENTS LTD, with the aim of promoting Italian art and culture in Europe. Co-organizer and co-curator of the Italian "David Bowie Is" exhibition. Founder

of many events as “Disk and Records Show-Market” in Pordenone, Music in Village in Pordenone, Beach Bum Rock Festival in Venice, and casting of “Home Festival” Treviso.

Salvatore Perri

Over fifteen years of experience in event management and new media communication. Founder and CEO at Dunter (@dunters), Marketing & Communication at To Locals (@ToLocals), Head of Program of Apolide Festival (@ApolideFestival) and Digital manager of musician KIOL (@KiolMusic). Promoter, Social maniac, Music lover, PR addicted and Artistic Director.

Enedina Sanna

After the Degree in Linguistics, she has worked with Jazz Festivals and other cultural projects in Sardinia since 1987, as communication manager and then as producer / project manager. She also created and led several festivals of Literature and Storytelling. She has worked with Musica sulle Bocche Festival since the first edition in 2001. It takes place every year in Santa Teresa di Gallura, in the north-west of Sardinia. The artistic director is the musician Enzo Favata. The festival is organized by "Jana Project" one of Sardinia's foremost organisations in the field of music. (Website: www.musicasullebocche.it / Fb: www.facebook.com/musicasullebocche)

Benedetta Solari

Benedetta Solari is a founding member of Indie Pride – Indipendenti contro l'omofobia, a no profit association who organizes music events to raise awareness about homotransphobia and to fight against all forms of discriminations through music. She has also worked at KeepOn LIVE, the Italian network promoting and supporting Italian original live music, a spin-off project of Cooperativa Doc Servizi.

Christoph Storbeck

Christoph Storbeck has been freelance management for among others American (XIXA, Howe Gelb, Rocky Votolato) and Italian (Fabrizio Cammarata) as well as France based (Valparaiso, Piers Faccini) artists unified by an international potential. When necessary tour manager and promoter in Italy and abroad, booking tours. Working on international relations and logistics with the award winning Ypsigrock Festival, Sicily. The German born and raised but frequent Italian traveller for almost 20 years has been representing the Music Managers Forum Italy within the IMMF.

Giampiero Stramaccia

Artistic director of Dancity Festival and Serendipity Club, Foligno (Umbria). Dancity is the first Italian electronic music Festival born far from big cities in a medieval historical centre of a small town between the hills of central Italy. One of the main features is the integration of the new sounds and innovative performances with local traditions and the socio-cultural fabric of the territory.

Mattia Villa

After having collaborated for several years, two of which as Editorial Coordinator, with the Italian award-winning online magazine Ondarock, in 2014 I founded the internationally recognized buzz-blog **Going Solo**, discovering and supporting in their initial stages artists from the likes of Tobias Jesso Jr., Ought, Hinds and many more.

Since March 2016, I run the independent record label Factory Flaws (GIUNGLA, Porcelain Raft, L I M).